Please type a plus sign (+) inside this box ➡ +

HDP/SB/21 based on PTO/SB/21 (08-00)

TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Application Number	09/482,462
Filing Date	January 13, 2000
Inventor(s)	Per S. ANDERSEN et al.
Group Art Unit	3622
Examiner Name	Donald Champagne
Attorney Docket Number	45900-000391/US

ENCLOSURES *(check all that apply)*

- ☐ Fee Transmittal Form
  - ☐ Fee Attached
- ☐ Amendment
  - ☐ After Final
  - ☐ Affidavits/declaration(s)
- ☐ Extension of Time Request
- ☐ Express Abandonment Request
- ☐ Information Disclosure Statement
- ☐ Certified Copy of Priority Document(s)
- ☐ Response to Missing Parts/ Incomplete Application
- ☐ Response to Missing Parts under 37 CFR 1.52 or 1.53

- ☐ Assignment Papers *(for an Application)*
- ☐ Letter to the Official Draftsperson and _____ Sheets of Formal Drawing(s)
- ☐ Licensing-related Papers
- ☐ Petition
- ☐ Petition to Convert to a Provisional Application
- ☐ Power of Attorney, Revocation Change of Correspondence Address
- ☐ Terminal Disclaimer
- ☐ Request for Refund
- ☐ CD, Number of CD(s) _____

- ☐ After Allowance Communication to Group
- ☐ LETTER SUBMITTING APPEAL BRIEF AND APPEAL BRIEF (w/clean version of pending claims)
- ☐ Appeal Communication to Group *(Notice of Appeal, Brief, Reply Brief)*
- ☐ Proprietary Information
- ☐ Status Letter
- ☒ Other Enclosure(s) *(please identify below):*
  Supplemental Reply Brief with Exhibit 1 and Declaration

Remarks

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Harness, Dickey & Pierce, P.L.C.	Attorney Name John A. Castellano	Reg. No. 35,094
Signature			
Date	April 4, 2007		

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

Appellants:	Per S. ANDERSEN et al.
Application No.:	09/482,462
Group No.:	3622
Filed:	January 13, 2000
Examiner:	Donald CHAMPAGNE
For:	AN ADVERTISEMENT SALES AND MANAGEMENT SYSTEM
Attorney Docket No.:	45900-000391/US

April 4, 2007

M/S APPEAL
Commissioner for Patents
Customer Service Window
Randolph Building
401 Dulany Street
Alexandria, VA 22314

SUPPLEMENTAL REPLY BRIEF

Sir:

In response to the Supplemental Examiner's Answer dated January 4, 2007, ("Supp.

Exm. Ans."), the Appellants submit this Supplemental Reply Brief. The Appellants also

respectfully maintain their request for an Oral Hearing under 37 C.F.R. § 1.194(b) and note that

the appropriate fee as specified under 37 C.F.R. §1.117(d) was paid with the Appellants'

previous response of August 16, 2004.

REBUTTAL AND REMARKS

This reply brief is in response to the Supplemental Examiner's Answer ("Supp. Exm. Ans.") mailed January 4, 2007, the Appellants' petition for a one-month extension of time to April 4, 2007, having been granted on February 13, 2007.

The Examiner's Newly Proffered Interpretation of "Supporting" Is Improper

The Appellants contend that the Examiner's interpretation of the claim term "supporting" as "facilitating," being proffered for the first time almost seven years into the prosecution of this application, is both untimely and improper. Supp. Exm. Ans. at 2. The Appellants submit that the Examiner's definition is contrary to the requirements of MPEP § 2111.01 that the definition be reasonable "in light of the specification ... and consistent with the interpretation that those skilled in the art would reach." Indeed, the Appellants note that the Examiner has offered no contemporaneous art-relevant definitions or interpretations, relying on only a single conclusory statement that appears to reflect only the Examiner's personal interpretation of this term.

As reflected in the Second Declaration Under 37 C.F.R. § 1.132 of Thomas Brandenborg provided herewith as Exhibit 2 ("Brandenborg Sec. Decl."), those skilled in the software arts would understand that a system accurately described as "supporting" a series of identified functions is a system that is capable of performing each of the identified functions. Brandenborg Sec. Decl. at ¶¶ 8-9. The Appellants further maintain that those skilled in the software arts would not consider a system that provides only a single improved function to be fairly

characterized as "supporting" any additional functions, whether or not the additional functions could be considered to be "related" in some way to the improved function. *Id.*

Accordingly, the Appellants maintain that the Examiner's redefinition of "supporting" as "facilitating" in order to characterize an "improved" ad entry system as "supporting" sales and/or management functions with respect to the entered ads is improper. As noted above, the Appellants maintain that an ad entry system, even an improved ad entry system that could be characterized as "facilitating" ad entry, would not be considered by one skilled in the art to comprise "a single system supporting entry, sales and management of several related advertisements in several media based on entry of a single advertisement order" as recited in each of the independent claims. Brandenborg Sec. Decl. at ¶¶ 8-9. The Appellants, therefore, maintain that redefining the term "supporting" as "facilitiating" is improper and should be withdrawn as justification for maintaining the rejections of the pending claims under 35 U.S.C. § 103(a).

The Examiner's Interpretation of the First Declaration is Flawed

Although the Examiner's contends that in his First Declaration, Mr. Brandenborg "has acknowledged (para. 22 and 23) that the reference inventions might be combined" simply does not comport with the plain language of Mr. Brandenborg's first Declaration. Supp. Exm. Ans. at 3. As indicated by Mr. Brandenborg, the subject paragraphs were provided solely for the purpose of argument, and were simply intended to respond directly to the Examiner's previously-

stated contention that the proposed combinations would necessarily produce the claimed invention. Brandenborg Decl., ¶ 6.

Indeed, the Appellants submit that the qualifying language "*in case* Witek et al, and NEXPO '97 *were combinable*" (emphasis added), make Mr. Brandenborg's intentions in this regard quite plain. As noted in Mr. Brandenborg's Declaration, he stands by his unequivocal statement in the paragraph immediately preceding those paragraphs cited by the Examiner that QPS (NEXPO '97) and Witek are "not combinable." Brandenborg Sec. Decl., ¶¶ 7, 16.

Allegations of Generic "Economic Advantages" Does Not Constitute Motivation

The Appellants also note that the Examiner identifies "economic efficiency" as the sole motivation for making the proposed combination, maintaining that "there is a widespread desire to economize." Supp. Exm. Ans. at 3. The Appellants submit, however, that it is both legally and logically insufficient to rely on only some generic "benefit" or "advantage" that the proposed combination would share with the claimed invention to justify the combination.

The Appellants submit that if the proposed combination results in a combination including each of the claim elements, then the proposed combination must *necessarily* provide all of the same advantages as the invention. Indeed, any other result would be illogical. However, alleging that one skilled in the art would have been motivated to make the proposed combination of references to achieve the alleged "advantage," would effectively remove any need to identify some technical or logical motivation for the combination.

The Appellants submit, therefore, that relying on a generic "advantage" alone to justify a combination would render obvious every combination! The Appellants maintain that such "advantage" based reasoning may be improperly used to bypass the conventional technical obviousness analysis, particularly when neither the references nor the knowledge in the art may fairly be said to have motivated such a combination.

Because this circular "reasoning" can be applied to most, if not all, combination claims, relying on any "advantage" common to the invention and the Examiner's proposed combination for the initial motivation to make the combination results in an "analysis" that is simply incapable of distinguishing between obvious and non-obvious inventions. The Appellants maintain that speculation regarding some generic "advantage" simply does not constitute legitimate objective evidence of a teaching or suggestion in the prior art or general knowledge in the art necessary to maintain a proper obviousness rejection.

Accordingly, unless and until the Examiner provides objective evidence and/or makes specific factual findings with respect to the motivation to combine references, *In re Lee,* 277 F.3d 1338, 1342-44 (Fed. Cir. 2002), the Appellants maintain that any proposed combination predicated solely on "economic efficiency" remains improper and should be withdrawn.

Shifting the Burden Regarding the Quark Teachings is Improper

As recognized by the Examiner, a "central issue is what the QPS 2.0 software was and was not capable of" at some time before the critical date. Accordingly, the Appellants maintain that the Examiner's reliance on a third-party review of promotional materials published in late

1997 does not establish the actual capabilities of the QPS 2.0 software with the requisite degree of specificity. The Appellants further note that cited portions of NEXPO indicate only that the release of the QPS 2.0 software was estimated "at early next year [1998]." NEXPO at 26. Accordingly, the Appellants maintain that it has not been established that the QPS 2.0 software is actually valid prior art against the present application under any part of 35 U.S.C. § 102. Further to the extent that other systems and/or applications in addition to the QPS 2.0 software were reviewed in NEXPO, the Appellants maintain that there was no teaching or suggestion of a single system capable of accomplishing the "entry, sales and management of several related advertisements in several media based on entry of a single advertisement order" as recited in the claims. Brandenborg Sec. Decl. at ¶¶ 20, 21

Indeed, the Appellants maintain that in order to support the present obviousness rejections, it remains the Examiner's burden to establish that the QPS 2.0 software reviewed in the NEXPO reference was, in fact, available before the critical date and did, in fact, provide the suggested functionality. The Appellants contend, therefore, that the Examiner's current speculation regarding the availability and functionality of the QPS 2.0 software before the critical date, speculation which is based on only a third-party review of pre-release promotional materials, does not even constitute "admittedly slim evidence."

The Appellants contend, therefore, that until the Examiner produces appropriately dated materials or other evidence reflecting the *actual capabilities* of the released QPS 2.0 software and the *release date* for that software, there is no *evidence* of record sufficient to support a proper *prima facie* rejection under 35 U.S.C. § 103(a). The Appellants submit that in light of the

lack of evidence sufficient to support a *prima facie* rejection, the burden of establishing evidence

sufficient to support the rejection remains with the Examiner. According, until a valid *prima*

facie rejection is established, the burden of presenting rebuttal evidence to overcome such a

rejection has not been shifted to the Appellants.

Later-Developed Systems Have Adopted the Claimed Functionality

Subsequent to the Appellants' patent application, other software developers began

working to develop and market system products that provide the full functionality as recited in

the pending claims. The Appellants submit that Anygraaf's AdProfit software is one such

example and, as reflected in the promotional materials attached hereto as Exhibit 1, purports to

provide a system that "brings ad booking and ad tracking together, improving management and

communications not only within the organization but with external customers as well."

The Appellants submit that such after-developed systems further reinforce the distinction

between the entry, sales and management functionality of the claimed systems recognized by

Appellants and others skilled in the art, Brandenborg Sec. Decl. at ¶¶ 10-19. the widespread

interest in and demand for such systems and the novelty and non-obvious nature of the claimed

invention at the time of the Appellants' 1998 priority application. The Appellants also submit

that AnyGraaf's AdProfit system further reinforces the Appellants' distinction between layout

functions provided, for example, by external ad production utilities that would interface with

AdProfit and the management of related ads produced by such utilities comprising, for example, a display ad and a classified ad, after they enter the system.

CONCLUSION

Because the proposed combination of the Witek and NEXPO references do not teach or suggest all of the elements recited in those claims associated with Groups (i, ii, iii, iv) and because the Examiner has not yet identified evidence supporting the rejections of those claims associated with Groups (v, vi, vii), Appellants respectfully maintain that claims 1-50 are patentable over Witek and NEXPO, whether considered singly or in combination.
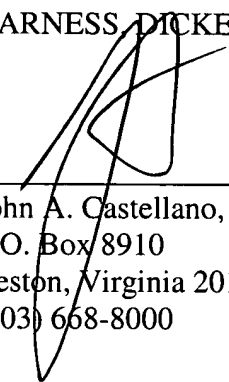
Should there be any outstanding matters that need to be resolved in the present application, the Examiner is respectfully requested to contact John A. Castellano at the telephone number of the undersigned below.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 08-0750 for any additional fees required under 37 C.F.R. § 1.16 or under 37 C.F.R § 1.17; particularly, extension of time fees.

Respectfully submitted,

HARNESS, DICKEY, & PIERCE, P.L.C.

By _____

John A. Castellano, Reg. No. 35,094
P.O. Box 8910
Reston, Virginia 20195
(703) 668-8000

JAC/GPB

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF: : CONF. NO. 7006

Per Skjoldager ANDERSEN et al. : EXAMINER: Donald Champagne

SERIAL NO.: 09/482,462 : GROUP: 3622

FILED: January 13, 2000 :

FOR: AN ADVERTISEMENT SALES AND MANAGEMENT SYSTEM

SECOND DECLARATION UNDER 37 C.F.R. §1.132

Commissioner for Patents
Customer Service Window
Randolph Building
401 Dulany Street
Alexandria, VA 22314
M/S APPEAL

SIR:

I, Thomas Brandenborg, hereby declare:

1.   I am employed as a Solution Strategy Advisor for CCI Europe, temporarily assigned to this company's US subsidiary with mailing address 1701 Barrett Lakes Boulevard, Suite 380, Kennesaw, GA 30144.

2.   My academic background and industry experience were stated in my first Declaration Under 37 C.F.R. § 1.132 ("First Decl.") filed March 23, 2004, in this application and are incorporated herein by reference.

3.   In preparing this Declaration, I have read and considered at least the following documents pertaining to the above-identified patent application: (1) the specification and

claims 1-50; (2) The Official Action dated April 25, 2002; (3) the Amendment filed August 22, 2002 (4) the Official Action dated October 22, 2002; (5) the Response filed April 16, 2003; (6) the Official Action dated May 23, 2003; the Response filed August 23, 2003; the Appeal Brief filed May 24, 2004; the Examiner's Answer dated June 14, 2004; the Reply Brief filed August 16, 2004; and the Supplemental Examiner's Answer ("Supp. Ex. Ans.") dated January 4, 2007.

4. Furthermore, I have read the references identified as Witek et al.'s U.S. Patent No. 6,253,188 ("Witek") and NEXPO '97 ("NEXPO") (and specifically the Quark Publishing System ("QPS") software reviewed therein), each of which I understand has been asserted as prior art against the present application.

5. Initially, I would like to address the Examiner's contention that in my First Declaration "the declarant has acknowledged (para. 22 and 23) that the reference inventions might be combined." Supp. Ex. Ans. at 6.

6. The Examiner's contention in this regard is incorrect. Paragraphs 22 and 23 were intended to address, solely for the purpose of argument, the Examiner's contention that the proposed combinations would produce the claimed invention, hence my use of the qualifying "in case Witek et al, and NEXPO '97 were combinable" language.

7. I maintain, therefore, that my opinion as recited in the preceding paragraph that QPS and Witek are "not combinable" remains both unequivocal and correct for at least the reasons previously stated. First Decl., ¶ 21.

8. Secondly, I would like to address the Examiner's interpretation of the term "supporting" used in claim 1 to mean "facilitating," i.e., making the sale of ads easier in some manner, allegedly by allowing for "re-use of content." Supp. Ex. Ans. at 2.

9. I acknowledge that "supporting" can be used this way in other contexts, but in my 24 years of work in the software industry I have found that "supporting" in the context of software applications is consistently used to indicate that the designated application

"provides functionality to perform the task in question." Thus it is my opinion that one of ordinary skill in the art would appreciate that "supported" and "not supported" means whether or not a given application provides a certain functionality or feature, rather than simply whether it eases the difficulty associated with a certain task.

10.   Accordingly, the ability to "re-use" some content, for example, is not sufficient to transform Witek's disclosure into "*a single system* supporting *entry*, *sales* and *management* of several *related advertisements* in *several media* based on *entry* of a *single advertisement order*" as recited in claim 1 (emphasis added).

11.   It remains my opinion that Witek teaches a system configured for entry of fairly brief "ad text" for identical publication in the classifieds of a newspaper and/or a web site. As shown in Witek's FIGS. 16a and 16b and described in the associated text, Witek teaches a one-pass system that does not teach or suggest a system capable of entering or managing several "related," *i.e.*, not identical, advertisements in several media, as recited in claim 1.

12.   Unlike the claimed system, in my opinion Witek teaches, at best, a system for establishing two bookings for a single advertisement in "several media". Also, in my opinion, Witek does not in any way teach or suggest any advertisement sales capabilities, but provides for only simple entry and booking of a single ad performed directly by a classified ad customer.

13.   It is my opinion that one skilled in the art wishing to expand the capability of the Witek system to, for example, submit the "ad text" to multiple newspapers and/or web sites would simply modify the order entry system as illustrated in Witek's FIG. 16a to provide additional options in, for example, operation 310, so as to allow the customer to designate additional destinations for the "ad text" in addition to the original newspaper and/or internet.

14.   In my opinion, therefore, given the availability of such a simple and direct solution consistent with the operation of Witek's design, and considering the fact that Witek deals
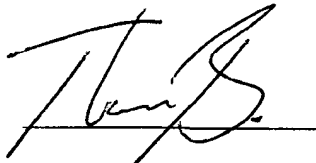
exclusively with classified ads which do not require intricate layout and design, one of ordinary skill in the art would have no reasonable motivation to incorporate any of the layout and production management functions provided by the cited QPS software.

15. Further, based on my knowledge of the QPS software as described in the NEXPO reference, it remains my opinion that it is a layout and production tool for combining text, images and graphics together in layout of pages. Accordingly, although I believe that QPS could be used to generate advertisements that incorporate elements in addition to Witek's "ad text," and does provide for linking layout elements to various documents, e.g., a variety of magazine pages, QPS is silent with respect to "entry, sales and management of several related advertisements in several media based on entry of a single advertisement order," as recited in claim 1.

16. In addition to lack of reasonable motivation to combine the applied references, I am convinced that Witek and QPS are not combinable for technical reasons due to their fundamentally different architectures. Witek is inherently an internet based application which is accessed by end users (classified ad customers) through a common web browser over the internet, whereas QPS, based on my knowledge of the system, relies entirely on native (client-specific) code running on a local Windows or Macintosh workstation. Even with the more sophisticated web browser technologies available today, delivering the layout features of QPS through a web browser would present a huge challenge and may not be possible at all. Certainly with the much more limited capabilities of web browsers available in early 1998, it remains my opinion that a successful combination of the references as suggested by the Examiner would have been utterly impossible.

17. And finally, even if Witek could, hypothetically, be combined successfully with and provide a basic ad "entry" function to the layout and production capabilities provided by QPS, the proposed combination would still lack any teaching or suggestion regarding the recited sales and management functions.

18.   I would also like to address Examiner's contention, Supp. Ex. Ans. at 3, regarding my supposed failure to "realize if [sic] that any prior art that reads on the instant claims, reads on the instant claims." Aside from tautological aspects of the Examiner's contention, any insinuation that one or more of my previous statements could fairly be read as suggesting that the proposed combination would deliver the basic functionality as defined by the claims is incorrect.

19.   Indeed, the plain language of my previous statements makes clear my opinion that the proposed combination "would still lack the ability to manage multiple related ads" and "would still completely fail to teach ... sales and management tasks." As each of the independent claims requires "a single system supporting entry, sales and management of several related advertisements in several media based on entry of a single advertisement order," it would follow that a combination of systems that does not itself perform all of these functions could not render the claimed invention obvious.

20.   In addition to QPS, NEXPO '97 includes references to other existing or announced editorial and pagination systems as well as references to other existing or announced advertising systems and/or applications. As one whose job it is to be intimately familiar with the publishing industry, and as one who actually attended NEXPO '97 and all subsequent NEXPO trade shows, it is my opinion that none of those systems and/or applications mentioned in the NEXPO reference provide any disclosure, either explicit or implicit, of "entry, sales and management of several related advertisements in several media based on entry of a single advertisement order," whether considered singly or in some hypothetical combination.

21.   I also note that none of the promotional materials referenced in NEXPO '97 attributed to QPS or others disclosed or suggested any existing or planned system that would be capable of providing the full functionality of the system as recited in claim 1. In my opinion, this lack of disclosure or speculation regarding such a system, particularly given the promotional nature of the event and the general optimism expressed by the vendors regarding new and upcoming releases and their future development plans is a strong

indication that none of the vendors reviewed in NEXPO '97 had, at that time, developed even a substantive concept regarding such a system.

22.   I further state that all statements made herein to my own knowledge are true and that all statements made herein on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment or both under 18 U.S.C. § 1001 and that such any willful false statements may jeopardize the validity of the application or any registration resulting therefrom.


_____
Thomas Brandenborg

April 1, 2007
_____
Dated

Ad Management

APofit offers complete functionality for booking, billing and tracking ads for your

publication. Manage ad order entry and ad tracking in a system that integrates with

asset management and page and edition planning solutions.

Ad Order Entry
Classified Management
Invoicing
Customer Management
Campaigning
Internet-based Booking
Production Management
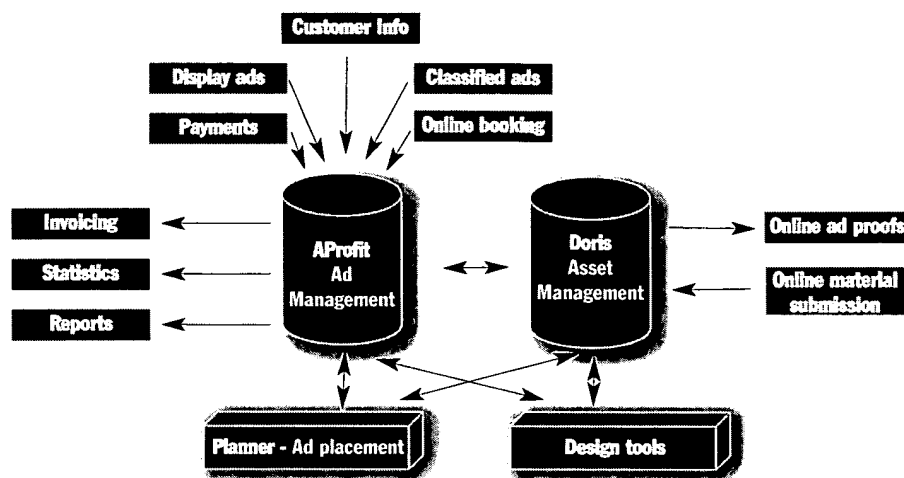
All-in-one ad management

AProfit contains the following modules:

Customer management

Sales support

Ad booking

Ad production

Ad placement

Workflow management

Invoicing

Payment control

Statistics & reporting

Archiving

Internet functions

Developed hand-in-hand with our customers, AProfit brings ad booking and ad tracking together, improving management and communications not only within the organization but with external customers as well. AProfit delivers time savings and offers customers greater access with capabilities to book ads, submit material and approve proofs through the Internet. Combined with the Planner edition management and ad layout system and the Doris32 asset management and publishing production system, AProfit integrates with all of a newspaper's prepress activities.

Customer management

AProfit's integrated customer management tools let users manage basic advertiser billing data, contracts, multiple contact persons and classifications from a common interface. Customers can also be linked in a parent-child relationship with their advertising agencies or parent companies. Information stored in the customer profiles and contracts is also used in pricing, marketing, invoicing and reporting.

Sales support

Sales representatives have their own work area in AProfit. The "sales card" allows representatives to create and maintain multiple customer sets that can be stored as personal (for example customers of a sales person) or public (for example the 50 biggest advertisers).

Each sales card shows information about the active customer including their mailing and billing information, authorized company representatives, classifications and a list of contacts.

Through the sales card, staff members can quickly manage sales and marketing activities with a variety of functions including ad listing, statistics, budgeting, contacting and customer listing. Campaigning is also a standard feature in AProfit. Customers can be added to specific campaigns with different rules or contact persons. Campaign feedback can also be recorded and used later when building new campaigns.

Anygraaf

Ad booking

Ad booking starts by choosing an existing customer or creating a new profile directly through the order screen. Then ad size, class and publishing date(s) are set. The system sets other information according to predefined defaults, which can be updated by the user.

Ads can also be booked directly from the page. A new ad reservation can be defined on the page in the Planner edition management and ad layout system and then transferred to AProfit for customer and billing information.

Pricing

AProfit automatically calculates pricing as the order is processed according to price information defined in the rate table and from the customer's contract. Modifications to prices and support for multiple payers can also be handled and recorded at the time of order entry.

Ad List

The Ad List is a powerful query tool for building lists of booked ads with a flexible criteria set. The Ad List lets users create queries based on booking data such as customer, publication, campaign, sales representative and production status. All ads entered in the list can also be printed and opened on the order screen. Commonly used reports such as the daily checklist and the customer ad list can be easily stored and retrieved.

Ad production

AProfit lets you work with a variety of tools to use for ad production. Classified liners can be built with Anygraaf's Eddie SGML/XML text editing tool. Display ads can be managed with standard design tools such as QuarkXPress®, Macromedia FreeHand, Adobe® InDesign®, MultiAd Creator and CorelDraw. Customer specific and generic ad templates can be assigned to each insertion order and can be opened directly from AProfit or from the Doris32 asset management and publishing production system in an Ad Manager configuration. Ad templates can be customer related, class related or public. Ad material such as logos and images provided directly by the customer or agency can be imported directly into the system.

Ad placement

Single or repeat ads can be placed directly onto a page during ad booking in AProfit in conjunction with Anygraaf's edition management and ad layout system, Planner. Ad placement can also be done in Planner, where ads are visible in the manifest right after they have been booked. Automatic placement of classified ads with class headers is also maintained in Planner.

Workflow management

Ad tracking workflow management is accomplished with Anygraaf's Doris32 asset management and publishing production system in an Ad Manager configuration. During ad booking, production status flags can be linked to the ad (for example
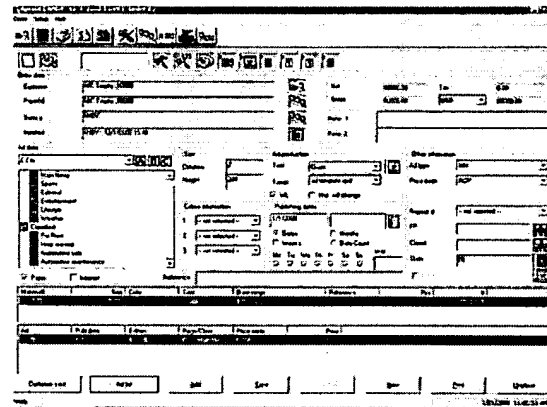
Summary of features

AProfit offers complete functionality for booking, billing and tracking ads for your publication. Manage ad order entry and ad tracking in a system that integrates with asset management and page and edition planning solutions.

- Flexibility to manage customer information, contracts, contacts and classifications.

- Order management provides for pricing based on color, size, location premiums, repetition.

- Intelligent ad placement offers page positioning options, automatic placement of classified and retail ads, ad booking through direct reservation and page placement.

- Generate customizable customer invoicing.

- Perform auditing with internally generated statistics including sales by volume, sales representatives, customer, customer classification, paper department or page, ad classification, cumulative year-to-date, year-to-year comparison, budget year to previous budget year, TOP reports.

- Maintain special sales events with customizable campaigning.

- Let your customers preview, approve and submit material.

- Provide browser-based ad management for material retrieval, Internet publishing and ad tracking.

- Build liners with an SGML/XML editor.

- Provide budgeting tools for customer management.

- Track the progress of sales reps.

- Maintain several pricing models including multiple payers, contract sales, fixed/percentage based sharing, linear pricing, step pricing, minimum/maximum pricing, repeat discounts, flexible and extra discount allowances.

- Export billing data to external accounting system.

- Maintain asset management for layout and design departments by integrating with the Doris32 asset management system.

- Implement status-based production workflow.

- Maintain logo archives and individual work areas.

- Manages documents built with any application including QuarkXPress, InDesign, Freehand, CorelDraw, Illustrator and Creator.

'Deliver proof to customer') manually or automatically. With the help of these links, ad production workflow can be routed in Doris.

Through the worklists, users and managers can keep track of several conditions such as material readiness, priority status, estimations of resources required and total time spent in production.

In the paper planning process, Planner visualizes the production and placement status of each ad through custom color coding. Modifications in AProfit booking and in Doris are shown in the ad boxes. Status levels can be tracked that show conditions where the ad material is ready for placement but has not yet been accepted by the customer.

Invoicing

Invoicing is an integrated feature of AProfit. The process includes tools for building checklists and acceptance, printing, reporting, a connection to an external financial accounting system and an invoice archive. Invoices can be printed to blank paper or to pre-defined templates or forms. Interfaces to external printing services can also be implemented.

Payment control

Through the payment control tools users can track the status of outstanding invoices. As customers submit payment, AProfit reads those transactions from external payment lists and updates the invoice. Transactions can also be recorded directly in AProfit. Payment reminders can also be generated based on the organization's schedule.

Statistics/Reporting

AProfit provides a flexible and customizable reporting interface. Statistics can be calculated at the yearly, monthly, weekly, daily and paper levels. Compare ad progress against previous years and budgets and calculate statistics according to total sales, sales representative, customer, payer, class and customer classification.

Archiving

All archiving in AProfit is fully automatic. Users just define the length of time archived material is kept and how often new material should be moved from the production system to the archive.

Internet functions

There are three main Internet functions provided by AProfit: ad booking, ad approval and Internet publishing. With ad booking, customers, using their own logins, can book ads via a browser-based Interface integrated into your website. Classified liners may be booked and built via a browser interface. After booking, the system shows an ad preview and the calculated price.

Ad approval allows customers that have been given system access the ability to review their ads in progress. Customer can download materials (proofs) and indicate acceptance of such material.

The Internet publishing tools allow selected ad classes and ads to be published on the Internet. If the advertiser's e-mail address is known, it can be added to the ad as needed.

System specifications

Client: Windows 95, Windows 98, Windows NT, Windows 2000; Macintosh (Reporting client Windows-based).

Server: Windows NT, Windows 2000, Novell, Unix

Database: ODBC-compliant (Oracle, SQL Server, Informix)

At least 200 MHz processor, 15 inch monitor (800*600), 32Mb memory